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Public Opinion on the Dawn of Virtual Shopping in Current Decade

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Abstract: Today the concept of shopping has changed a lot in comparison to the concept of shopping in the past few decades. Shopping has gone through a tremendous change, evolvement and development. The rise of e-commerce, Amazon, and virtual reality, as well as the decline of the department store., has paved the way to the rise of virtual shopping. Malls and the multi complex across the country are dying as departmental stores. The technology that has enabled ecommerce to fill the gap as stores were closed will play a vital role in the recovery of those same physical stores. Internet development has had a radical impact on the way we shop. Descriptive research helps to accurately portray the characteristics of a particular individual, situation or group. Convenience sampling method is used in this study to collect the samples. When population elements are selected for inclusion in the sample based on access is called convenience sampling. The statistical tool used is graphical representation. The total number of responses collected in the survey is around 200. The final outcome of the study is that it was found that today the generation finds online shopping more convenient than conventional shopping methods and they prefer to shop online. Also, it was noticed whenever the need arises this generation shops at any time, there is no specific pattern for shopping with respect to fashion clothing & accessories.

Keywords: Internet, Peer Attraction, Shopping trends, Sales, Multicomplex

I. INTRODUCTION

Shopping has become totally different today. Then it was Ten years ago. There was no small impact, but shopping has gone through a tremendous change, evolvement and development in the past decade. The rise of e-commerce, Amazon, and virtual reality, as well as the decline of the department store., has paved the way to the rise of virtual shopping. The virtual shopping threat is just one of the factors spurring this shopping evolution. Malls and the multi complex across the country are dying as departmental stores. A New era of shopping is being propelled by the stores and the brands. Online shopping overtook general merchandise sales including department store sales. The technology that has enabled ecommerce to fill the gap as stores were closed will play a vital role in the recovery of those same physical stores. Internet development has had a radical impact on the way we shop, taking us beyond the traditional store and into a world where we choose what we buy by scrolling through images of the products on offer. The concept of virtual mall concept developed by the parent of Digital Mall of Asia (DMA) has created a bounce back of traditional retailers. Typically, virtual shopping is designed to let users 'walk', browse and shop without moving a single foot. It all comes down to replicating the experience of physically walking through the shop and seeing products lined up side-by-side, just like their real-life counterparts.

Virtual shopping is a unique form of e-commerce which connects the customers and the sellers on all corners of the world with the use of a web browser. There are two different forms an online shop could take. First is as a B2C store which connects business-to-customers. Second is as a B2B online store which connects business-to-business. Either way, every individual with access to the global network services has engaged in online shopping. Michael Aldrich, In 1979, invented the earliest form of e-commerce, The invention of World Wide Web in 1990 is the second major proponent of online shopping. The first online marketplaces were established in 1995, where it welcomed the biggest transformation of online shopping. They launched Amazon and then ebay joined the race. For reliable payment gateway in 1998, PayPal was introduced and it was of great success. In 2000, Google launched Adwords, where the sellers can

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post their advertisements. In 2004, Shopify enabled the low-capital sellers to set up online stores. As of 2020, it's clear that the entire internet is now a virtual shopping mall. The main aim of the study is to know about the future of traditional shopping due to the tremendous increase of virtual shopping in recent decades.

Objectives :

- To study the preference for online shopping over conventional shopping methods.
- To study the shopping frequency of generation with respect to fashion clothing and accessories.
- To study the effect of online shopping onto visits to the conventional stores for shopping.
- To study the effect of online shopping onto the consumers

II. LITERATURE REVIEW

Online shopping has obtained a very important position in the 21 st century as most of the people are busy, loaded with hectic schedules. In such a situation online shopping became the easiest and most suitable mode for their shopping. (Burak Can2015)

Internet has changed the way of consumer's store, and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. (*Yan 2018*)

The researcher conducted a detailed study on Effect of Web Advertising on Social Networks. Online social networking and systems have a developing part in advertising, which has imperative ramifications for how buyers, channels, and organisations perform. *(Rombach and Dean 2021)*

In social networking settings, customers give online criticism about items, and this input is unmistakable to different specialists, including different purchasers, channel accomplices, contenders, and speculators. (Altay, Okumuş, and Adıgüzel Mercangöz 2021)

The heap qualities of online social networking situations have consequences for results important to advertisers and suggestions for administrative practice. Following are the discoveries and managerial implications concluded. *(Ho, Hou Hong Ng, and Nourallah 2021)*

One point of preference of shopping online is having the capacity to rapidly search out arrangements for things or administrations given by a wide range of sellers. (Khosrowpour 2004)

The researcher stated that no product exists in isolation but rather influence one another's sales thus, creating a virtual online network. Using an empirical approach, they used data from a large-scale e-commerce site and they found that the value of low sellers may be underestimated, whereas the value of best sellers may be overestimated. *(Kraemer et al. 2006)*

Ho-Dac, Carson, and Moore, 4 2012 stated that online customer reviews affect sales of Blu-Ray and DVD players. Positive or negative online customer reviews would increase or decrease the sales of weak brands; however, would have no effect on strong brands. *(Chauhan et al. 2021)*

Higher sale of a particular brand leads to more positive online customer reviews, which in turn helps a weak brand build into a stronger one. (Jensen 2012)

The absence of full cost exposure may likewise be hazardous. While it might be anything but difficult to think about the base cost of a thing on the web, it may not be anything but difficult to see the aggregate expense in advance. (Oğuz 2018)

Ho-Dac, Carson, and Moore, 4 2012 stated that online customer reviews affect sales of Blu-Ray and DVD players. (M.Si. et al. 2017)

Positive or negative online customer reviews would increase or decrease the sales of weak brands; however, would have no effect on strong brands. Higher sale of a particular brand leads to more positive online customer reviews, which in turn helps a weak brand build into a stronger one. *(Ignazi 2017)*

Naylor, Lamberton, and West,5 2012 found that the decision to conceal or expose the demographic features of a brand's online followers influences consumers' brand valuations and buying intentions. (M. 2020)

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In their paper Consequences for online ratings, Sridhar and Srinivasan6, 2012 note those customers' online appraisals of service (i.e., Hotels) are affected not just by the nature of their service, but by the other online evaluations. *(Johnston and MacKendrick 2014)*

The absence of full cost exposure may likewise be hazardous. While it might be anything but difficult to think about the base cost of a thing on the web, it may not be anything but difficult to see the aggregate expense in advance. Extra expenses, for example, delivery are frequently not be noticeable until the last stride in the checkout procedure. (*Wijnand 1999*)

Given the absence of capacity to examine stock before buy, purchasers are at higher danger of extortion than eye to eye exchanges. (Clausen 1996)

A number of authors have analyzed the impact of e-commerce on the environment and suggest that since delivery trucks optimize their routes, e-commerce has the potential to decrease the negative impacts of shopping on the environment, and therefore is much more sustainable than shopping trips to stores using personal cars. (*Ringbeck, Seeberger, and Huchzermeier, n.d.*)

The underlying shopping behaviors to analyze the environmental impacts of e-commerce, while only a few studies have linked last-mile operations with customer behavior. Most of the literature assumes 100% penetration of e-commerce (with full substitution of shopping travel), an assumption that might exaggerate the potential of e-commerce to cut congestion and emissions. *(Mohammad 2021)*

This work extends previous behavioral work to study the impacts of e-commerce freight transportation on the environment in terms of the negative externalities, particularly vehicle miles traveled and emissions. (*McGruer 2019*) To understand the different shopping behaviors, the study makes certain assumptions to differentiate in-store and online

shopping activity. Results for studies employing ATUS to understand shopping behaviors are therefore sensitive to the assumptions made. *(Levi et al. 2021)*

III. METHODS & MATERIALS

The researcher obtained the primary source of data by conducting an empirical study on seeking responses from the general public based on a questionnaire and also relied on secondary sources of data such as books, journals, e-sources, articles and newspapers. The research method followed here is empirical research. A total of 200 samples have been taken out of which is taken through convenient sampling methods. The sample frames taken by the researcher are various students and their parents especially belonging to the urban parts of Madurai, Chennai and Bangalore. The independent variables are age, gender and occupation. The statistical tool used by the researcher is graphical representation.

IV. ANALYSIS AND DISCUSSION

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LEGEND : This figure represents the frequency of age of the respondents.

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Age Frequency :



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INFERENCE : With respect to the current survey results, the age frequency chart is created out of the survey responses received from several people. The present frequency table is based on the age of the persons. Among the persons who are below 20, there were (17.5%) sample responses taken and between the 20-30, there were about (32%) sample responses taken. Between those who were between 30-40 there were (25%) sample responses taken and between those who are 40-50 , there were (19%) between those who are 50 and above, there were (6.5%) sample responses for this survey. Thus, on the whole there were about 200 samples taken for the present survey.

Gender Frequency :



LEGEND : This figure represents the frequency of gender of the respondents.

INFERENCE : With respect to the current survey results, the gender frequency chart is created out of the survey responses received from several people. The present frequency table is based on the gender of persons who were taken as samples. Among the samples, the number of female responses are comparatively more when compared to the number of responses by male samples. Where the sample response from females is 89 (44.5%) and the response from male is 111 (55.5%) in number. Thus, on the whole there were about 200 samples taken for the present survey.

Marital Frequency :



LEGEND : This figure represents the frequency of marital status of the respondents.

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INFERENCE : With respect to the current survey results, the marital frequency chart is created out of the survey responses received from several people. The present frequency table is based on Marital status of the persons. Among the persons who are married, there were (54.5%) sample responses taken and Among those who are single there were (45.5%) sample responses taken for this survey. Thus, on the whole there were about 200 samples taken for the present survey.

Educational Frequency :





INFERENCE : With respect to the current survey results, the educational qualifications frequency chart is created out of the survey responses received from several people. The present frequency table is based on the educational qualifications of the persons. Among the persons who are students below 12th, there were (10%) sample responses taken and among the students pursuing UG, there were about (52%) sample responses taken. Among those who have students pursuing PG there were (32%) sample responses taken and among others , there were (6%) sample responses taken for this survey. Thus, on the whole there were about 200 samples taken for the present survey.



Occupational Frequency :

LEGEND : This figure represents the frequency of occupation of the respondents.

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INFERENCE : With respect to the current survey results, the occupational frequency chart is created out of the survey responses received from several people. The present frequency table is based on occupation of the persons. Among the persons who are students, there were (27%) sample responses taken and among the professionals, there were about (42.5%) sample responses taken. Among those who are businessmen there were (20%) sample responses taken and among those who are unemployed , there were (10.5%) sample responses for this survey. Thus, on the whole there were about 200 samples taken for the present survey.

Residential Frequency :



LEGEND : This figure represents the frequency of residence of the respondents.

INFERENCE : With respect to the current survey results, the residence frequency chart is created out of the survey responses received from several people. The present frequency table is based on the residence of the persons. Among the persons residing in urban areas, there were (45.5%) sample responses taken and among the persons residing in rural areas, there were about (55.5%) sample responses taken for this survey. Thus, on the whole there were about 200 samples taken for the present survey.





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Legend :

From the graph, it is observed that it exhibits the occupational distribution of the respondents among different residences of the respondents and their opinion on the criteria whether the respondents prefer online shopping.

Results

From the survey : in graph 1, it is observed that it exhibits the occupational distribution of the respondents among different residences of the respondents and their opinion on the criteria whether the respondents prefer online shopping. The maximum number of responses collected from the unemployed respondents residing in both urban & rural areas doesn't prefer online virtual shopping whereas the students residing in rural areas prefer online virtual shopping.

Discussions :

From the survey : in graph 1, it is observed that it exhibits the occupational distribution of the respondents among different residences of the respondents and their opinion on the criteria whether the respondents prefer online shopping. The maximum number of responses collected from the unemployed respondents residing in both urban & rural areas doesn't prefer online virtual shopping whereas the students residing in rural areas prefer online virtual shopping.

Graph 2 :



Legend :

From the graph, it is observed that it exhibits the educational distribution of the respondents among different residences of the respondents and their opinion on the criteria how often the respondents purchase on online platforms.

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Results :

From the survey : in graph 2, it is observed that it exhibits the educational distribution of the respondents among different residences of the respondents and their opinion on the criteria how often the respondents purchase on online platforms. The maximum number of responses collected from the respondents who are post-graduates and falls under other categories residing in urban areas prefer online shopping daily whereas the students and UG respondents residing in both urban and rural area prefer online shopping occasionally.

Discussion :

From the survey : in graph 2, it is observed that it exhibits the educational distribution of the respondents among different residences of the respondents and their opinion on the criteria how often the respondents purchase on online platforms. The maximum number of responses collected from the respondents who are post-graduates and falls under other categories residing in urban areas prefer online shopping daily whereas the students and UG respondents residing in both urban and rural area prefer online shopping occasionally.

Graph 3 :



Legend :

From the graph, it is observed that it exhibits the age distribution of the respondents among different residences of the respondents and their opinion on the reasons for preferring online shopping (products availability).

Results :

From the survey : in graph 3, it is observed that it exhibits the age distribution of the respondents among different residences of the respondents and their opinion on the reasons for preferring online shopping (products availability). The maximum number of responses collected from the age group between 20-50 years residing in urban areas strongly

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agrees to the statement that the products availability is the major reasons for the choosing of online platforms for shopping whereas the respondents between 20-30 years residing in rural areas strongly disagree with the statement that the major reasons for the choosing of online platforms for shopping.

Discussion :

From the survey : in graph 3, it is observed that it exhibits the age distribution of the respondents among different residences of the respondents and their opinion on the reasons for preferring online shopping (products availability). The maximum number of responses collected from the age group between 20-50 years residing in urban areas strongly agrees to the statement that the products availability is the major reasons for the choosing of online platforms for shopping whereas the respondents between 20-30 years residing in rural areas strongly disagree with the statement that the major reasons for the choosing of online platforms for shopping.

Graph 4 :



Legend :

From the graph, it is observed that it exhibits the income distribution of the respondents among different residences of the respondents and their opinion on the agreeability on the factors which influences the online shopping habits (peer influences).

Results :

From the survey : in graph 4, it is observed that it exhibits the income distribution of the respondents among different residences of the respondents and their opinion on the agreeability on the factors which influences the online shopping habits (peer influences). The maximum number of responses collected from the respondents earning between 50,000 to 5 lakhs and above in the urban and rural areas strongly agrees with the statement that the major factor influencing the online shopping habits is peer influences, whereas the respondents earning between 1 lakh - 5 lakhs shows neutral consent to the given statement.

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Discussion

From the survey : in graph 4, it is observed that it exhibits the income distribution of the respondents among different residences of the respondents and their opinion on the agreeability on the factors which influences the online shopping habits (peer influences). The maximum number of responses collected from the respondents earning between 50,000 to 5 lakhs and above in the urban and rural areas strongly agrees with the statement that the major factor influencing the online shopping habits is peer influences, whereas the respondents earning between 1 lakh - 5 lakhs shows neutral consent to the given statement.

Limitations

The Major limitation of the study is the sample frame. The sample frame Collected through online platforms like sending mail, sending links via WhatsApp is the limitation of the study, the real field experience is missed out due to corona pandemic. The restrictive area of sample size is yet another drawback of the research.Collection of data via online platform is limiting the researcher to collect data from the field. Since the data is collected on an online platform wherein the respondent is not known, the original opinion of the respondent is not found, The researcher could only come to an approximate conclusion of what the respondent is feeling to convey.

V. CONCLUSION

According to the study, it was found that today the generation finds online shopping more convenient than conventional shopping methods and they prefer to shop online. Also, it was noticed whenever the need arises this generation shops at any time, there is no specific pattern for shopping with respect to fashion clothing & accessories. It was also noticed that Gen Y still visit malls to spend their free time and they shop in malls when they are on outing to malls. It was also noticed that the online shopping creates a positive impact on the consumers thereby they end up shopping more while they are online. The footfalls to conventional shops are thereby decreased due to online shopping and the positive impact while shopping by consumers. The future research needs an investigation on the subject and problems need to be identified for online shopping which can be a social media management, getting utmost value from Search Engine optimization, multi device usage, optimizing the mobile experience, competing with the noise and proving ROI of marketing activities of online shopping.

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